

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2015/2016

**BIS2014 – MANAGEMENT INFORMATION SYSTEMS**

(All sections / Groups)

9 MARCH 2016

2.30 p.m. - 4.30 p.m.

(2 Hours)

---

### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages with four structured questions.
2. Answer all questions.
3. Answer in the answer booklet provided.
4. Marks are shown at the end of each question.

**ESSAY QUESTIONS**

**Answer all questions. All questions carry equal marks.**

**QUESTION 1 (25 MARKS)**

- a. Describe at least two benefits of using enterprise systems with suitable example.

(10Marks)

- b. The text describes Michael Porter's view of the Internet as somewhat negative. What negative influences does Porter see? Describe several positive influences the Internet has on business. Do these outweigh the negative influences?

(15 Marks)

**QUESTION 2 (25 Marks)**

- a. The small publishing company you work for wants to create a new database for storing information about all of their author contracts. What factors will influence how you design the database?
- b. How are RFID systems used in inventory control and supply chain management?

(15 Marks)

**QUESTION 3 (25 Marks)**

- a. How can knowledge be gathered from the personal and undocumented expertise of professionals within a firm? List at least four ways to gather and disseminate such knowledge.

(10 Marks)

- b. Identify three important qualities or capabilities of knowledge work systems.

(15 Marks)

**Continued...**

**QUESTION 4 (25 Marks)**

a. What is a GIS? Describe at least three ways in which a GIS could be used by modern business.  
(15 Marks)

b. Discuss the role and influence the user plays in software development.  
(10 Marks)

**End of Page**